

REAL TRENDS REPORT

APRIL 2022

YOUR SOURCE FOR TRENDS & INSIGHTS IMPACTING THE RVING COMMUNITY.



PEOPLE ARE MORE THAN ONE THING

PEOPLE IDENTIFYING AS TWO OR MORE RACES HAS INCREASED IN RURAL AND URBAN AREAS BY

151%
AND
172%
RESPECTFULLY

2020 Census

THERE'S BEEN A

9%

DECREASE IN PEOPLE WHO ONLY IDENTIFY AS WHITE

2020 Census

HOUSEHOLDS WHO IDENTIFY AS BLACK ARE CAMPING

40%

MORE THAN LAST YEAR

KOA, Black Camping Snapshot Feb 2022

WHY THIS MATTERS: RVs may be flying off the lot, but to sustain our long-term growth we need to pay close attention to shifting demographics and think of minority groups in addition to “traditional” RV buyers. Go RVing is proactively working to educate dealers on how to welcome minority groups who might become new RVers through partnerships with organizations such as Black Folks Camp Too.

FAMILIES ARE BIGGER AND MORE INCLUSIVE THAN EVER

ONLY

51%

OF HOUSEHOLDS ARE OCCUPIED SOLELY BY A MARRIED COUPLE

2020 Census

14%

OF HOUSEHOLDS ARE SINGLE PERSON AND

12%

ARE MULTI-GENERATIONAL

2020 Census

COMPARED TO OTHER ETHNICITIES, ASIAN AND HISPANIC ADULTS ARE

20%

MORE LIKELY TO TRAVEL WITH MULTIPLE HOUSEHOLD MEMBERS

MRI Simmons, March 2022

WHY THIS MATTERS: The definition of “family” is changing. To many, “family” is no longer just immediate relatives, and we must diversify our messaging to include this new way of thinking. RV dealers can help by explaining the variety of ways RVs can be tailored to a different types of families needs.

BEFORE YOU GO



SEARCHES FOR A “DREAM GARAGE” ON PINTEREST ARE UP

450%

Pinterest Trends, 2021-2022

WHY THIS MATTERS: People are constantly reinventing their living space, and now more than ever RV owners are looking for new ways to store and incorporate their RVs into their homes. Go RVing’s 2022 strategy continues to focus on all the ways RVers can utilize their RVs, with a special emphasis on helping new owners get the most out of their purchase. Additionally, storage tips and details can be incorporated into the consumer purchase journey to better support living the RV lifestyle.



Got questions, comments, or topics for our trends team to research? Shoot us an email at gorving@rvia.org